

UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA  
SAN FRANCISCO DIVISION

IN RE JUUL LABS, INC., MARKETING,  
SALES PRACTICES, AND PRODUCTS  
LIABILITY LITIGATION

Case No. 3:19-md-02913-WHO

Honorable William H. Orrick

This Document Relates to:

JURY TRIAL DEMANDED

ADAM HERGENREDER

SHORT-FORM COMPLAINT AND DEMAND FOR JURY TRIAL  
(PERSONAL INJURY)

The Plaintiff(s) named below file(s) this *Short-Form Complaint and Demand for Jury Trial* against Defendants named below by and through the undersigned counsel. Plaintiff(s) incorporate(s) by reference the allegations contained in *Plaintiffs' Consolidated Master Complaint (Personal Injury)*, in *In re Juul Labs, Inc., Marketing, Sales Practices, and Products Liability Litigation*, MDL No. 2913 in the United States District Court for the Northern District of California. Plaintiff(s) file(s) this *Short-Form Complaint* as permitted by Case Management Order No. 7 of this Court.

Plaintiff(s) select and indicate by checking-off where requested, the Parties and Causes of Actions specific to this case.<sup>1</sup>

Plaintiff, by and through their undersigned counsel, allege as follows:

<sup>1</sup> If Plaintiff wants to allege additional Cause(s) of Action other those selected in paragraph 10, the specific facts supporting any such additional Cause(s) of Action, must be pled in a manner complying with the requirements of the Federal Rules of Civil Procedure (*see* paragraph 11). In doing so you may attach additional pages to this *Short-Form Complaint*.

**I. DESIGNATED FORUM<sup>2</sup>**

1. Identify the Federal District Court in which the Plaintiff would have filed in the absence of direct filing:

Northern District of Illinois

(“Transferee District Court”).

**II. IDENTIFICATION OF PARTIES**

**A. PLAINTIFF(S)**

2. *Injured Plaintiff(s)*: Name of the individual injured due to use of JUUL products:

Adam Hergenreder

(“Plaintiff”).

3. At the time of the filing of this *Short-Form Complaint*, Plaintiff resides at:

Gurnee, Illinois

4. *Consortium Plaintiff*: Name of the individual(s) that allege damages for loss of consortium:

N/A

(“Consortium Plaintiff”).

5. *Survival and/or Wrongful Death Claims*:

- (a) Name and residence of Decedent Plaintiff when he/or she suffered a JUUL related death:

N/A

- (b) Plaintiff/Decedent died on:

N/A

- (c) Plaintiff is filing this case in a representative capacity as the N/A of the

<sup>2</sup> See Case Management Order No. 3, at II(C) (ECF No. 309).

N/A having been duly appointed  
as such by the Court of N/A.

**B. DEFENDANT(S)**

6. Plaintiff(s) name(s) the following Defendants in this action

[BEFORE PROCEEDING - PLEASE CAREFULLY READ AND CONSIDER THE PLACES OF INCORPORATION AND PRINCIPAL PLACE OF BUSINESS OR RESIDENCE OF EACH DEFENDANT BEFORE SELECTING TO ENSURE THAT YOU ARE NOT NAMING ANY DEFENDANTS FROM THE SAME STATE OF THE PLAINTIFF. THE PLACE OF INCORPORATION, PRINCIPAL PLACE OF BUSINESS OR RESIDENCE OF EACH DEFENDANT IS IN THE FOOTNOTES FOR YOUR CONVENIENCE]:

☒ JUUL LABS, INC., previously d/b/a as PAX LABS, INC. and PLOOM INC.;<sup>3</sup>

☒ ALTRIA GROUP, INC.;<sup>4</sup>

☒ PHILIP MORRIS USA, INC.;<sup>5</sup>

☒ ALTRIA CLIENT SERVICES LLC;<sup>6</sup>

☒ ALTRIA GROUP DISTRIBUTION COMPANY;<sup>7</sup>

☒ ALTRIA ENTERPRISES LLC;<sup>8</sup>

**THE MANGEMENT DEFENDANTS**

☒ JAMES MONSEES;<sup>9</sup>

☒ ADAM BOWEN;<sup>10</sup>

☒ NICHOLAS PRITZKER;<sup>11</sup>

<sup>3</sup> Delaware corporation, with its principal place of business in San Francisco, California.

<sup>4</sup> Virginia corporation, with its principal place of business in Richmond, Virginia.

<sup>5</sup> Virginia corporation with its principal place of business in Richmond, Virginia.

<sup>6</sup> Virginia limited liability company with its principal place of business in Richmond, Virginia.

<sup>7</sup> Virginia corporation with its principal place of business in Richmond, Virginia.

<sup>8</sup> Virginia limited liability company with its principal place of business in Richmond, Virginia.

<sup>9</sup> A resident of California.

<sup>10</sup> A resident of California.

☒ HOYOUNG HUH;<sup>12</sup>

☒ RIAZ VALANI;<sup>13</sup>

**THE E-LIQUID MANUFACTURING DEFENDANTS**

☒ MOTHER MURPHY'S LABS, INC.;<sup>14</sup>

☒ ALTERNATIVE INGREDIENTS, INC.;<sup>15</sup>

☒ TOBACCO TECHNOLOGY, INC.;<sup>16</sup>

☒ eLIQUITECH, INC.;<sup>17</sup>

**THE DISTRIBUTOR DEFENDANTS**

☒ MCLANE COMPANY, INC.;<sup>18</sup>

☒ EBY-BROWN COMPANY, LLC;<sup>19</sup>

☒ CORE-MARK HOLDING COMPANY, INC.;<sup>20</sup>

**THE RETAILER DEFENDANTS**

☐ CHEVRON CORPORATION;<sup>21</sup>

☐ CIRCLE K STORES INC.;<sup>22</sup>

☐ SPEEDWAY LLC;<sup>23</sup>

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<sup>11</sup> A resident of California.

<sup>12</sup> A resident of California.

<sup>13</sup> A resident of California.

<sup>14</sup> North Carolina corporation, with a principal place of business in North Carolina.

<sup>15</sup> North Carolina corporation, with a principal place of business in North Carolina.

<sup>16</sup> Maryland corporation, with a principal place of business in Maryland.

<sup>17</sup> Maryland corporation, with a principal place of business in Maryland.

<sup>18</sup> Texas corporation with a principal place of business in Texas.

<sup>19</sup> Delaware limited liability company with a principal place of business in Illinois.

<sup>20</sup> Delaware corporation. From 2015-2018, principal place of business California; as of 2019, principal place of business Texas.

<sup>21</sup> Delaware corporation with a principal place of business in California.

<sup>22</sup> Texas corporation with a principal place of business in Arizona.

☐ 7-ELEVEN, INC.,<sup>24</sup>

☐ WALMART;<sup>25</sup>

☐ WALGREENS BOOTS ALLIANCE, INC.<sup>26</sup>

**C. PRODUCT USE**

7. Plaintiff used JUUL during the time period including from August 2017 to Present and that use caused and or substantially contributed to his/her injury.

**D. PHYSICAL INJURY**<sup>27</sup>

8. The Plaintiff(s) experienced the following physical condition, injury or illness alleged to have been caused and or contributed to as a substantial factor by JUUL:

☒ ADDICTION

☐ NICOTINE POISONING

☒ BEHAVIORAL ISSUES/MENTAL HEALTH (check all that apply):

☒ ANGER/OUTBURSTS

☒ MOOD SWINGS

☒ IRRITABILITY

☐ SUICIDAL THOUGHTS

☐ SUICIDAL ATTEMPTS

☐ DEATH BY SUICIDE

☐ OTHER (specify): \_\_\_\_\_

<sup>23</sup> Delaware corporation with a principal place of business in Ohio.

<sup>24</sup> Texas corporation with a principal place of business in Texas.

<sup>25</sup> Delaware corporation with a principal place of business in Arkansas.

<sup>26</sup> Delaware corporation with a principal place of business in Illinois.

<sup>27</sup> Plaintiff(s) must check-off all physical injuries allegedly caused by Plaintiff's use of JUUL. Plaintiff is not required to plead here emotional or psychological injuries, or all manifestations of the physical injury alleged which will be inquired into as part of the Plaintiff's Fact Sheet ("PFS"). This *Short-Form Complaint* assumes that emotional and psychological damages are asserted by the Plaintiff.

☒ COGNITIVE ISSUES (check all that apply):

☐ ATTENTION DEFICIT DISORDER

☒ LEARNING IMPAIRMENTS

☒ LACK OF CONCENTRATION

☐ TROUBLE SLEEPING

☐ OTHER (specify): \_\_\_\_\_

☒ CARDIOVASCULAR (check all that apply):

☐ HEART ATTACK

☐ OTHER CARDIOVASCULAR DIAGNOSIS (specify)  
\_\_\_\_\_

☐ NEUROLOGIC (check all that apply):

☐ SEIZURES

☐ STROKE

☒ RESPIRATORY/LUNG (check all that apply):

☐ ACUTE EOSINOPHILIC PNEUMONIA/PULMONARY  
EOSINOPHILIA

☐ ACUTE INTERSTITIAL PNEUMONITIS OR ACUTE PNEUMONIA

☒ ACUTE RESPIRATORY DISTRESS SYNDROME (ARDS)

☐ ASTHMA

☐ BRONCHITIS

☐ CHRONIC LUNG PROBLEMS

☐ CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD)

☐ E-CIGARETTE, OR VAPING, PRODUCT USE ASSOCIATED LUNG  
INJURY (EVALI)

☐ ESPHYSEMA

☐ LIPOID PNEUMONIA

☐ LUNG TRANSPLANT

☐ OTHER SPECIFIED INTERSTITIAL PULMONARY DISEASE

☒ PNEUMONIA (any type) (specify): \_\_\_\_\_

☐ POPCORN LUNG/BRONCHIOLITIS OBLITERANS

☐ DEATH

☒ OTHER PERSONAL INJURIES (specify): \_\_\_\_\_

**Cannabinoid Hyperemesis**

9. The physical condition, injury or illness alleged in paragraph 7 occurred on or about:  
**August 31, 2019**

**V. CAUSES OF ACTION ASSERTED**

10. The following Causes of Action asserted in the *Plaintiffs' Consolidated Master Complaint (Personal Injury)*, and the allegations with regard thereto in the *Plaintiffs' Consolidated Master Complaint (Personal Injury)*, are adopted in this *Short Form Complaint* by reference:

Check if Applicable	Cause of Action Number	Cause of Action
<input checked="" type="checkbox"/>	I	STRICT LIABILITY - DESIGN DEFECT
<input checked="" type="checkbox"/>	II	STRICT LIABILITY - FAILURE TO WARN
<input checked="" type="checkbox"/>	III	STRICT LIABILITY - MANUFACTURING DEFECT
<input checked="" type="checkbox"/>	IV	PRODUCTS LIABILITY - NEGLIGENT DESIGN
<input checked="" type="checkbox"/>	V	PRODUCTS LIABILITY - NEGLIGENT FAILURE TO WARN
<input checked="" type="checkbox"/>	VI	PRODUCTS LIABILITY - NEGLIGENT MANUFACTURING
<input checked="" type="checkbox"/>	VII	NEGLIGENCE AND/OR GROSS NEGLIGENCE
<input checked="" type="checkbox"/>	VIII	NEGLIGENT FAILURE TO RECALL/ RETROFIT
<input checked="" type="checkbox"/>	IX	NEGLIGENT MISREPRESENTATION
<input checked="" type="checkbox"/>	X	FRAUD
<input checked="" type="checkbox"/>	XI	FRAUDULENT CONCEALMENT

Check if Applicable	Cause of Action Number	Cause of Action
<input checked="" type="checkbox"/>	XII	CONSPIRACY TO COMMIT FRAUD
<input checked="" type="checkbox"/>	XIII	UNJUST ENRICHMENT
<input checked="" type="checkbox"/>	XIV	VIOLATION OF UNFAIR TRADE PRACTICES/CONSUMER PROTECTION LAW and specify which state's statute below <b><u>Illinois' Consumer Fraud and Deceptive Business Practices Act 815 ILCS 505/ et seq.</u></b>
<input checked="" type="checkbox"/>	XV	BREACH OF EXPRESS WARRANTY
<input checked="" type="checkbox"/>	XVI	BREACH OF AN IMPLIED WARRANTY OF MERCHANTABILITY
<input type="checkbox"/>	XVII	WRONGFUL DEATH
<input type="checkbox"/>	XVIII	SURVIVAL ACTION
<input type="checkbox"/>	XIX	LOSS OF CONSORTIUM



**VI. ADDITIONAL CAUSES OF ACTION**

**NOTE**

If Plaintiff wants to allege additional Cause(s) of Action other those selected in paragraph 10, the specific facts supporting any such additional Cause(s) of Action, must be pled in a manner complying with the requirements of the Federal Rules of Civil Procedure (*see* paragraph 11). In doing so you may attach additional pages to this *Short-Form Complaint*.

11. Plaintiff(s) assert(s) the following additional theories against the Defendants designated in paragraph 6 above:

[YOU MAY ATTACH ADDITIONAL PAGES, IF NECESSARY]

**WHEREFORE**, Plaintiff(s) pray(s) for relief and judgment against Defendants for compensatory, treble, and punitive damages, medical monitoring to diagnose JUUL induced injuries at an earlier date to allow for timely treatment and prevention of exacerbation of injuries, together with interest, costs of suit, attorneys' fees, and all such other relief as the Court deems proper, and such further relief as the Court deems equitable and just, and as set forth in the *Plaintiffs' Consolidated Master Complaint (Personal Injury)*.

**JURY DEMAND**

Plaintiff(s) hereby demand a trial by jury as to all claims in this action.

Dated: December 18, 2020

Respectfully Submitted,

By: /s/ Antonio M. Romanucci  
Attorney for the Plaintiff

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David A. Neiman  
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